

NAHB 2003 Builder Survey: An Industry Update of Current Trends of Age-Restricted, Age-Targeted, and Independent Living Communities

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NAHB 2003 Builder Survey

An Industry Update of Current Trends of Age-Restricted, Age-Targeted, and Independent Living Communities

Executive Summary

NAHB surveyed builders to gain insight into how they perceive and are meeting the home-buying preferences of consumers ages 50 and older. The survey asked about the types and price ranges of seniors housing and communities being built, amenities and features in the homes and communities, buyers' relocation motivations and their home finance preferences, and other related topics. This summary provides highlights of the findings.

- More than half the responding builders (55 percent) built age-restricted and 56 percent built age-targeted housing during 2002. About one-third of the builders (36 percent) built independent living communities. Assisted living and nursing/specialty care units were built by 6 percent and 3 percent of builders, respectively. Builders responding to this survey indicated that they planned to build similar types of housing during 2003 in roughly the same proportions as they did in 2002.
- More than half the builders built single-family detached and one-third built single-family attached/townhouses during 2002. About one-fourth built multifamily for sale and one-fourth built multifamily for rent housing.
- Builders built 50+ seniors housing in price ranges from less than \$150,000 to more than \$500,000. More than one-third of builders built 50+ seniors housing with a price of less than \$150,000, 58 percent built in the price range of \$150,000 to \$199,000, and 50 percent built in price ranges of \$200,000 to \$249,999. Only 10 percent built housing with price tags of \$500,000 or more.
- About half the builders built 50+ seniors communities during 2002 in close-in suburbs and one-fourth built in outer suburbs. Of the remaining one-fourth of builders, 15 percent built in central cities and 11 percent in rural areas.
- Asked where are the majority of their 50+ customers relocated from, 58 percent of builders reported that customers relocated within the same community and 57 percent reported relocations from a different community in the same state. One-fourth of the builders said 50+ customers relocated from a “different state in the same region” and one-fourth indicated “different region with colder climate.”
- Builders indicated that 50+ customers had more than one motivation for relocating. More than three out of four builders indicated that desire for a maintenance-free lifestyle motivated their buyers to relocate, and 52 percent indicated that their buyers relocated to be closer to their children and families.

- Builders were asked to indicate from a list of 42 features/amenities which ones they included in the homes they built for 50+ seniors during 2002 and those they planned to include in 2003. Central heat and air conditioning were provided by about 90 percent of builders, followed by lever handle/door knobs (83 percent), a full bath on the entry level (83 percent), and attached garage (79 percent). Most builders reported that they planned to include these amenities in the 50+ communities they expected to build during 2003.
- Strategically placed streetlights were the most popular security feature (69 percent) included in the 50+ seniors communities built in 2002, followed by home security system (52 percent) and controlled community entrance/exit (46 percent). The share of builders planning to include these safety features in 50+ communities during 2003 was quite similar to the share that included them in 2002.
- Structured wiring was included in the communities built during 2002 according to 69 percent of builders, followed by high-speed Internet access (60 percent), intercom/entrance phone (37 percent), and video entrance phone (18 percent).
- More than one-fifth of builders (22 percent) reported that most seniors were willing to pay for technologies and upgrades, and 69 percent said some seniors were willing to pay. Only 10 percent said no seniors were willing to pay extra for technology upgrades.
- More than half the builders (53 percent) reported that some of their 50+ customers were resistant to having accessibility features in new homes, and another 7 percent said most of their 50+ customers were resistant to having accessibility features. The remaining 40 percent indicated that none of their customers resisted accessibility features.
- More than three out of four builders built 50+ seniors communities during 2002 in proximity to shopping centers. About two-thirds of the builders indicated that the 50+ seniors communities they built in 2002 were in proximity to churches or to hospitals and doctors' offices. Most builders planned to include these features in the 50+ seniors communities they expected to build in 2003.
- Builders were asked to indicate the services they provided in 50+ seniors communities they built in 2002. Outdoor maintenance service was provided by 74 percent of builders, followed by social activities (58 percent) and exterior home maintenance (56 percent).
- Three out of four single-family homes for seniors started during 2002 had one story and one out of four had two stories or more.
- Most builders (66 percent) said they offered no regular sales incentives or premiums to promote 50+ housing. Among those who reported offering incentives, however, about one-fourth said they offered a free upgrade package (e.g., premium carpeting, upgraded appliances). A free option package (e.g., bathrooms) was offered by 12 percent and prepaid homeowners association fees were offered by 8 percent.
- Sixty percent of builders indicated that the 50+ senior buyers preferred to pay cash for their new homes. Of the other 40 percent of builder respondents, 27 percent indicated that

seniors preferred a high down payment (30 percent or more), 9 percent indicated preference for a moderate down payment (10 to 30 percent), and 4 percent indicated a low down payment (10 percent or less).

- More than half the builders (55 percent) reported that 50+ buyers preferred 15 years or other fully amortizing terms for a mortgage loan, and 49 percent of builders cited a 30-year fixed-rate mortgage as the consumers' preference for the type and length of the loan. Only 10 percent of builders reported that 50+ buyers prefer 2/5/7/10-year hybrid adjustable-rate loans.
- Asked how their 50+ customers select a mortgage lender, about half the respondents (47 percent) said their buyers used a lender recommended by the builder and about one-third said the buyers used lenders with whom they had previous experience.
- The builders were asked how the values of their senior buyers' home purchases compared with the values of their previous homes. About one-fourth said their 50+ buyers bought homes costing more than the value of their previous homes. Another one-third said their 50+ buyers bought homes costing less than the value of their previous homes. The remaining 40 percent reported that 50+ seniors bought homes of about the same value as their previous homes.
- Equity in a current home was the primary source of down payment funds for 50+ buyers, according to 70 percent of builders, and 30 percent said investments were the primary source of down payment funds.
- Only 19 percent of the builders in 2002 used special finance programs—such as tax credits or government insurance—to build affordable 50+ seniors housing. About 11 percent used the Low-Income Housing Tax Credit program and 9 percent used tax-exempt bond financing. Seven percent used a state or local loan/grant program, 6 percent used Federal Housing Administration Insurance, and 5 percent used HOME program funding to build affordable 50+ seniors housing.

NAHB 2003 Builder Survey

An Industry Update of Current Trends of Age-Restricted, Age-Targeted, and Independent Living Communities

Introduction

The National Association of Home Builders (NAHB) conducted this study to develop information about housing that NAHB members are building for the senior population (age 50 and older), and to identify the features/amenities/services builders are including in those homes and communities.

NAHB conducted three focus groups of builders currently building 50+ seniors housing communities and used the builders' insights to develop a survey questionnaire. The questionnaire was mailed in March 2003 to 3,000 builder members of NAHB; about 500 responses were received. Of those, 220 builders indicated that they were not building specifically for the 50+ population. The findings in this report are based on 281 responses received from builders who built during 2002 and planned to build during 2003 the following types of housing for seniors:

- Age-restricted
- Age-targeted (50 years and older)
- Independent living
- Assisted living
- Continuing care retirement communities

The responses were analyzed by market type (e.g., age-restricted, age-targeted, and independent living), and by region of the country (using the four main regions designated by the U.S. Census Bureau): Northeast, Midwest, South, and West. The numbers of usable responses for each region were: Northeast, 57; Midwest, 65; South, 98; and West, 61; for a total of 281.

Housing Segments Built for 50+ Seniors

More than half of the responding builders (55 percent) built age-restricted and 56 percent built age-targeted housing during 2002. About one-third (36 percent) built independent living communities. Assisted living and nursing/specialty care units were built by 6 percent and 3 percent of builders, respectively. Builders responding to this survey indicated that they planned to build similar types of housing during 2003 in roughly the same proportions.

Exhibit 1. Seniors Housing Segments Built in 2002 and Planned for 2003

	Built in 2002	Planned for 2003
Housing Segment	% of Respondents	
Age-Targeted	56	57
Age-Restricted	55	58
Independent Living	36	35
Assisted Living	6	6
Continuing Care	4	2
Nursing/Specialty Care	3	5

There were some differences across regions in the housing types built. In the Northeast, 74 percent of builders built age-restricted communities during 2002 and 51 percent built age-targeted communities, whereas in the Midwest, 38 percent built age-restricted communities and 71 percent built age-targeted communities (see Tables B.1 and B.2 in Appendix B).

Types of 50+ Seniors Housing Built

More than half the builders built single-family detached and one-third built single-family attached/townhouses during 2002. About one-fourth built multifamily for sale and one-fourth built multifamily for rent homes. There were some differences across market types (e.g., age-restricted, age-targeted, or independent living communities) and regions (see Table B.4).

Exhibit 2. Types of 50 + Seniors Housing Built in 2002

Housing Type Built in 2002	% of Respondents
Single-Family Detached	56
Single-Family Attached	33
Multifamily for Sale	23
Multifamily for Rent	25

Price Ranges of 50+ Seniors Housing

Builders built 50+ seniors housing in price ranges from less than \$150,000 to more than \$500,000. More than one-third of builders built 50+ seniors' housing with a price of less than \$150,000, 58 percent built in the price range of \$150,000 to \$199,000, and 50 percent built in price ranges of \$200,000 to \$249,999. Only 10 percent built with a price tag of \$500,000 or more. Price ranges of homes built in age-restricted, age-targeted, and independent living communities varied across regions. Most builders said they were building in more than one price range. Forty percent built upscale seniors housing (\$350,000 or more) in the Northeast, 22 percent did so in the Midwest, and about 33 percent built upscale seniors housing in the South and West (see Table B.3).

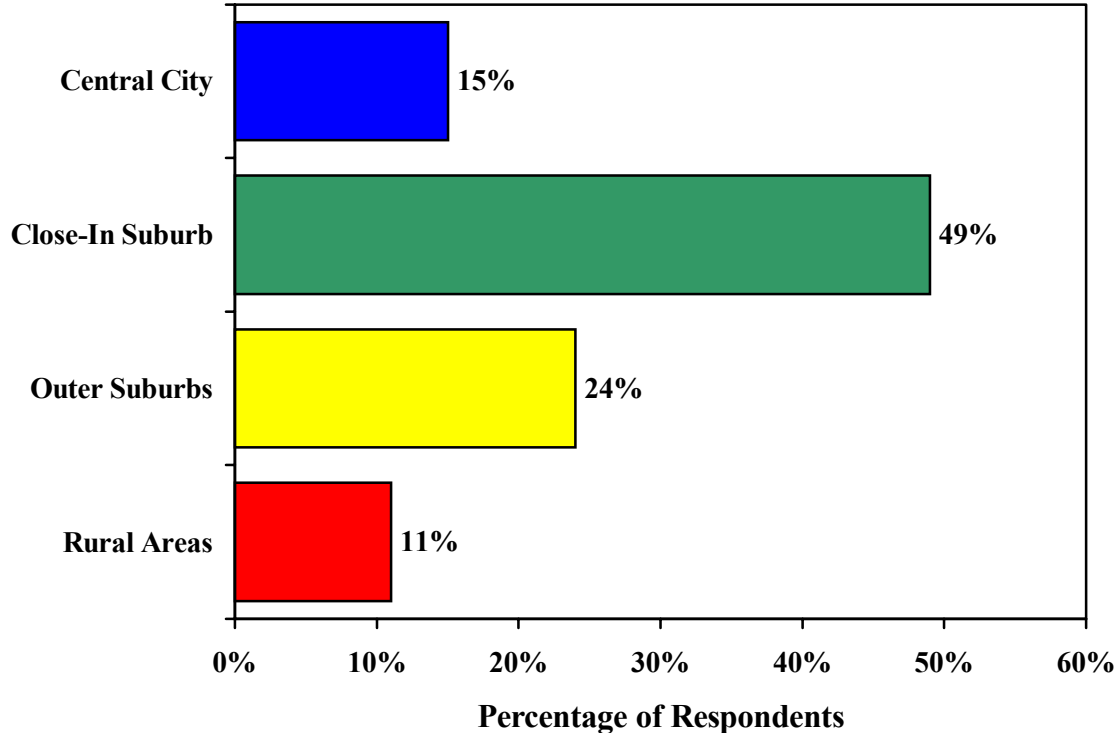
Exhibit 3. Price Ranges of 50+ Seniors Housing Built in 2002

Price Range	% of Respondents
Less than \$150,000	37
\$150,000 – \$199,999	58
\$200,000 – \$249,999	50
\$250,000 – \$349,999	44
\$350,000 – \$499,999	21
\$500,000 or More	10

Locations of 50+ Seniors Communities

About half the builders built 50+ seniors communities during 2002 in close-in suburbs and one-fourth built in outer suburbs. Of the remaining one-fourth of builders, 15 percent built in central cities and 11 percent built in rural areas. The share of builders building 50+ seniors communities varies somewhat across regions, but not significantly (see Table B.5).

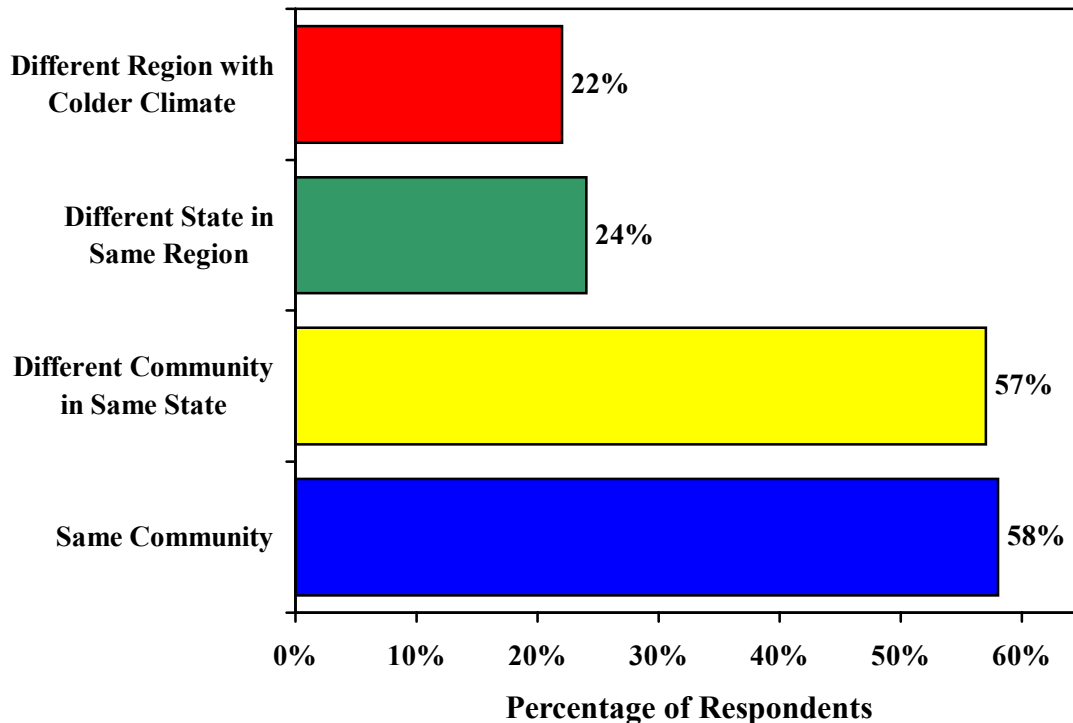
Exhibit 4. Locations of 50+ Seniors Communities



50+ Customers' Previous Locations

Asked where are the majority of their 50+ customers relocated from, 58 percent reported their buyers relocated from the same community and 57 percent said their buyers relocated from different communities in the same state. One-fourth of builders indicated that the majority of their 50+ customers relocated from a different state in the same region and 22 percent said their buyers relocated from different regions with colder climates. There were no significant regional differences in responses (see Table B.6).

Exhibit 5. Where Customers Relocated From



Customers' Motivations for Relocating

Builders indicated that 50+ customers had more than one motivation for relocating. More than three out of four builders indicated that the desire for a maintenance-free lifestyle was a motivation for relocating. Fifty-two percent said their buyers relocated to be closer to their children and families. There were no differences in responses across regions and market types (see Table B.7).

Exhibit 6. Customers' Motivations for Relocating

Motivation for Relocating	% of Respondents
Desire for maintenance-free life style	77
Move closer to children/family	52
Lower living costs	32
Desire for increased personal security	30
To be closer to amenities and local activities	26
To warmer climate	19
To be farther away from crowded cities	13

Features and Amenities of 50+ Seniors Homes

Builders were asked to indicate from a list of 42 features/amenities which ones they included in the 50+ seniors homes they built during 2002 and which ones they planned to include in 2003. Central heat and air conditioning were provided by about 90 percent of builders, followed by lever handle/door knobs (83 percent), a full bath on the entry level (83 percent), and an attached garage (79 percent). Most builders reported that they also planned to include these amenities in the 50+ communities they expected to build during 2003. Exhibit 7 breaks out the features and amenities by the percentage of builders who included them in the seniors housing they built in 2002.

Exhibit 7. Features and Amenities Included by Builders in Seniors Homes During 2002

Percentage of Builders Who Included Features/Amenities in 2002	Features/Amenities
More than 80%	Central heating and air conditioning Lever handle/door knobs Full bath on entry level
71–80%	Attached garage Wider doors (32” clearance) Garage door openers Easy usable central climate control (thermostat) Storage space Windows that can open easily
61–70%	Covered porch Wider hallways Separate shower and bathtub Bigger bathroom Private patio
51–60%	Gas fireplace Grab bars in bathroom Smaller lot (less than 9,000 sq. ft.) Washer and dryer in home unit Master bedroom on first floor in two-story homes Kitchen cabinets with roll-out trays and lazy susans Separate living room Separate dining room
41–50%	Home office Great room Extra lighting
31–40%	Raised toilets Electrical outlets a little higher Whirlpool tub Electrical switches a little lower
21–30%	Nonslip floors Large medicine cabinets Shower without doors Round vanities in bathrooms Emergency call button Elevator
11–20%	Stool in bathroom Kitchen cabinets a little lower Wood burning fireplace
1–10%	Casitas Laundry chute (if 2 story) Private spa

Only a few features elicited significantly different responses across regions. Nineteen percent of respondents included stools in bathrooms, as did 9 percent in the Northeast, 16 percent in both the South and the West, and 36 percent in the Midwest (see Table B.8).

Fifty-four percent of all respondents included master bedrooms on the first floor of two-story homes, as did 30 percent in the West, 52 percent in the Midwest, 60 percent in the South, and 73 percent in Northeast.

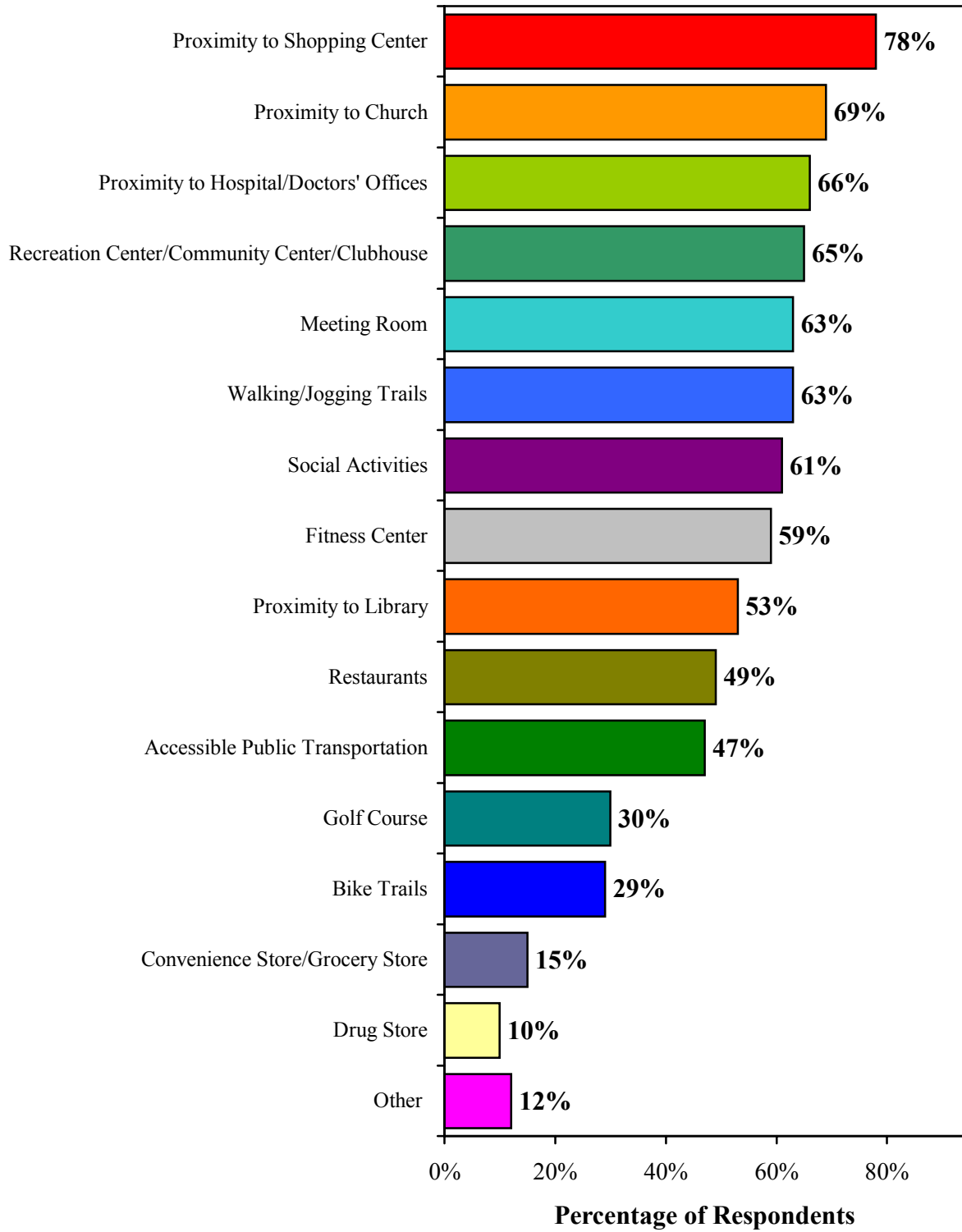
Separate dining rooms were included by 51 percent of builders nationally. Thirty-eight percent of builders in the West included them, as did 41 percent in the Midwest, 58 percent in the South, and 66 percent in the Northeast.

Features and Location Amenities of 50+ Seniors Communities

Builders were asked to indicate from a list of 15 amenities/features/services which ones were included in the communities they built for 50+ seniors during 2002 and those planned for 2003.

More than three out of four builders built 50+ seniors communities during 2002 in proximity to shopping centers. About one-third of builders indicated that they located their 50+ seniors communities in close proximity to churches and to hospitals/doctors' offices. Most builders also planned to include those features and location amenities in the 50+ seniors communities they expected to build in 2003. Exhibit 8 shows features/amenities/services included in 50+ seniors communities in 2002.

Exhibit 8. Features/Location Amenities Included in 50+ Seniors Communities in 2002



There were some differences across market types and regions in amenities/features/services included in the 50+ seniors communities (see Table B.10).

Seventy-four percent of builders building age-restricted communities, 51 percent of those building age-targeted, and 57 percent of those building independent living communities included fitness centers. Across regions, fitness centers were included by more than 60 percent of builders in the Northeast, South, and West, and by 45 percent in the Midwest.

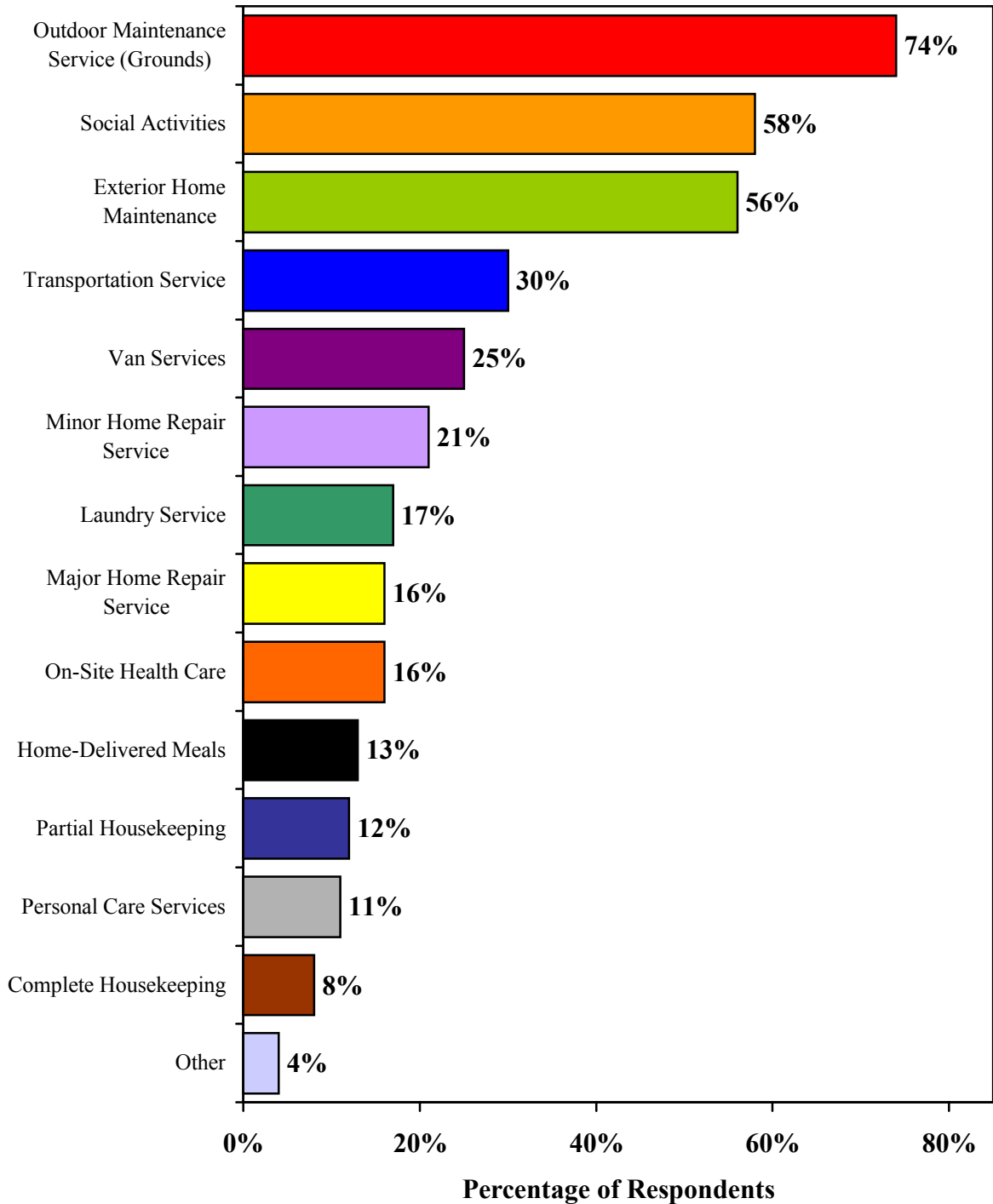
Eight percent of builders in the Northeast and 20 percent in the South included convenience stores. Two percent of builders in the Midwest and 16 percent in the South included drug stores in their communities for 50+ seniors.

Recreation centers, community centers, or clubhouses were included by 79 percent of builders building age-restricted communities and by about 60 percent building age-targeted and independent living communities. About 47 percent included recreation centers/community centers/clubhouses in the Midwest and 74 percent included them in South.

Services Provided in 50+ Seniors Communities

Builders were asked to indicate from a list of 13 services which ones they provided in the 50+ seniors communities they built in 2002. Outdoor maintenance service was provided by 74 percent of builders, followed by social activities (58 percent) and exterior home maintenance (56 percent). Exhibit 9 shows the services provided by builders in 50+ seniors communities during 2002.

Exhibit 9. Services Provided in 50+ Seniors Communities Built in 2002



There were some regional differences in services that builders provided in 50+ seniors communities (see Table B.12). The top five services are shown in Exhibit 10, by region and market type.

Exhibit 10. Top Five Services Provided by Builders in 50+ Seniors Communities in 2002

	Outdoor Maintenance Services (Grounds)	Social Activities	Exterior Home Maintenance	Transportation Services	Van Service
Region	% of Respondents				
Northeast	74	54	69	29	20
Midwest	71	45	55	21	19
South	80	59	61	36	25
West	65	75	38	33	35
Market Type					
Age-Restricted	73	72	57	37	29
Age-Targeted	77	48	60	18	11
Independent Living	71	68	55	50	42

Number of Stories in Single-Family Homes for Seniors

Three out of four single-family homes for seniors started during 2002 had one story and one out of four had two stories or more. There were significant regional differences in the shares of one-story single-family homes. In the Northeast, 60 percent of single-family homes had one story, compared with 85 percent in the Midwest, 77 percent in the South, and 80 percent in the West. (see Tables B.26 and B.27).

Exhibit 11. Number of Stories in Single-Family Homes for Seniors

	One Story	Two Stories or More
Region	% of Respondents	
Total	76	24
Northeast	60	40
Midwest	85	15
South	77	23
West	80	20

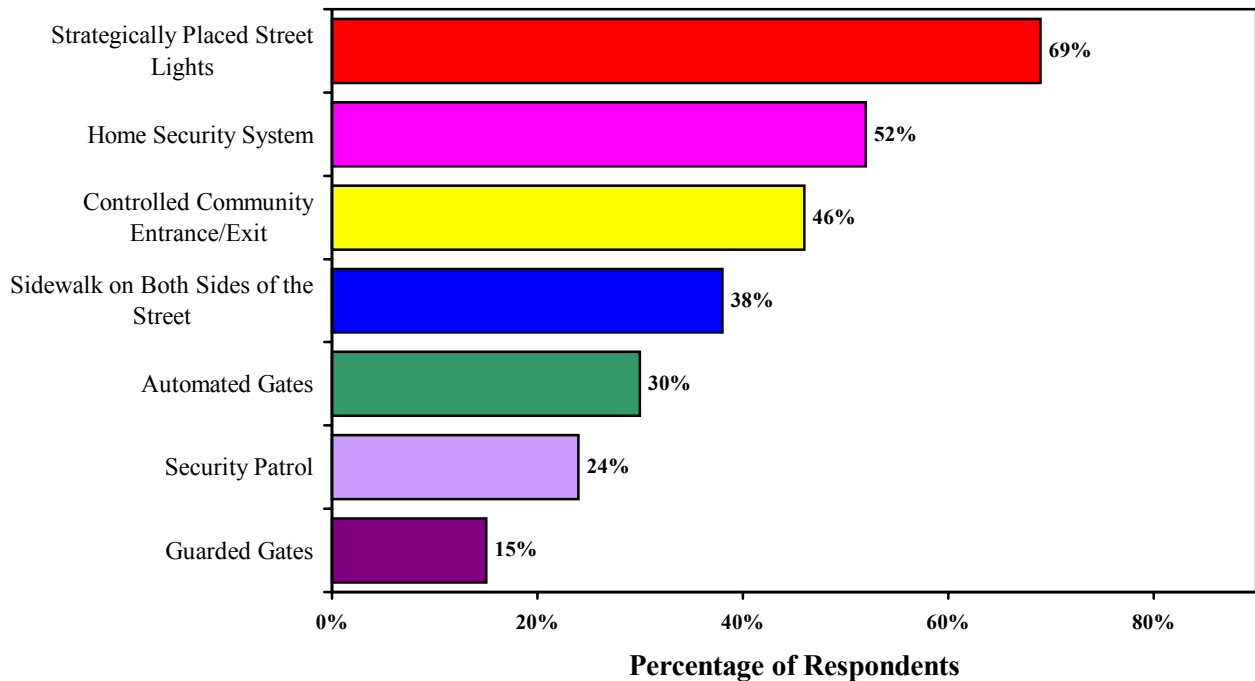
Safety Features in Seniors Communities

Builders were asked to indicate which of the following safety features were included in the seniors communities they built during 2002 and which ones they planned to include in 2003:

- Strategically placed street lights
- Home security system
- Controlled community entrance/exit
- Sidewalks on both sides of the street
- Automated gates
- Security patrol
- Guarded gates

Strategically placed streetlights were the number-one security feature (69 percent) included in the 50+ seniors communities during 2002, followed by home security systems (52 percent) and controlled community entrance/exit (46 percent). The share of builders planning to include these safety features in 50+ communities during 2003 was quite similar to those who reported including them in 2002 (see Table B.15).

Exhibit 12. Safety Features Included in 50+ Seniors Communities in 2002



The top three safety features in each region are shown in Exhibit 13.

Exhibit 13. Top Three Safety Features in 2002 and Planned for 2003, by Region

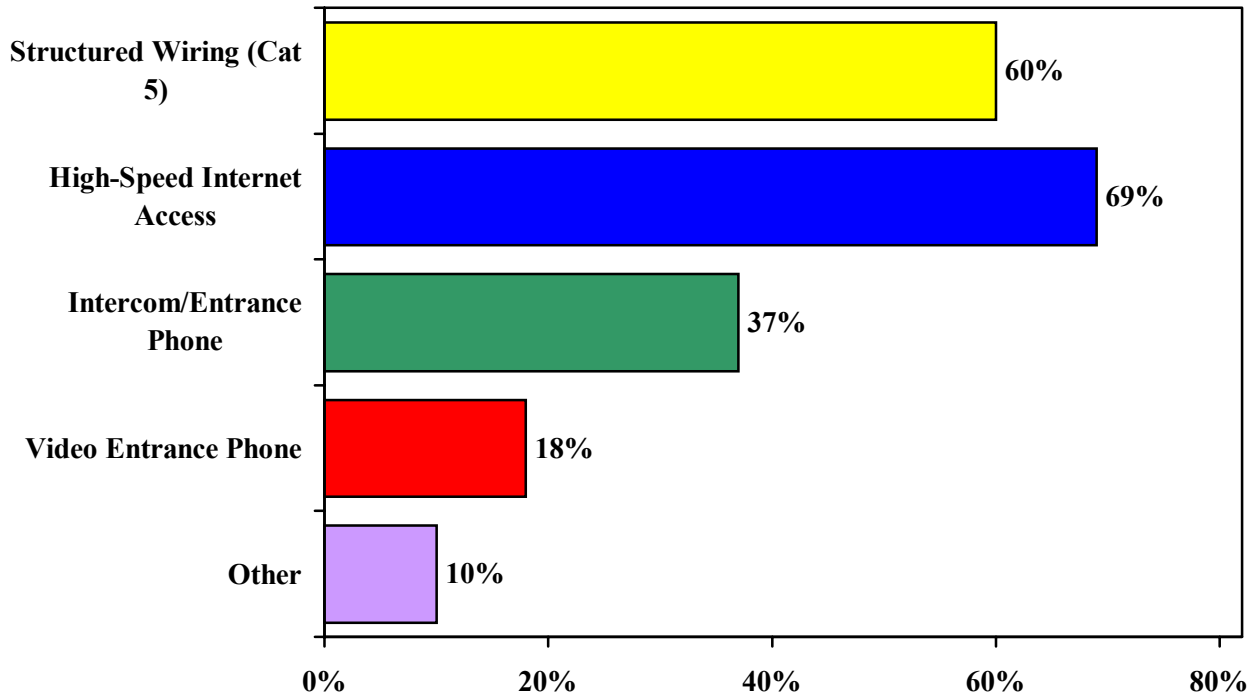
Region	Three Most Popular Features	Included in 2002	Planned for 2003
		% of Respondents	
Northeast	1. Strategically placed street lights	81	72
	2. Home Security systems	58	56
	3. Controlled community entrance/exit	33	44
Midwest	1. Strategically placed street lights	74	69
	2. Side walk on both sides of street	47	55
	3. Home security system	37	43
South	1. Strategically place street lights	66	66
	2. Home security system	62	64
	3. Controlled community exit/entrance	52	57
West	1. Strategically placed street lights	60	65
	2. Controlled community entrance/exit	60	63
	3. Home security system	44	44
	4. Automated gate	44	49

Technology Features in Seniors Communities

Builders were asked to indicate the technology features included during 2002 in the communities they built. The four technology features listed in the survey were: structured wiring (CAT 5), high-speed Internet access, intercom/entrance phone, and video entrance phone.

High-speed Internet access was included in the communities built in 2002 according to 60 percent of builders, followed by structured wiring (69 percent), intercom/entrance phone (37 percent), video entrance phone (18 percent).

Exhibit 14. Technology Features in 50+ Seniors Communities in 2002

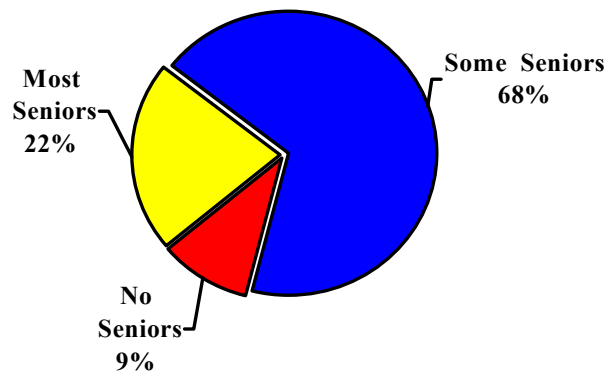


There were significant differences in the inclusion of technology features across market types and regions. Structured wiring was included by 75 percent of builders in their age-targeted communities, by 61 percent in age-restricted communities, and by 56 percent of builders in independent living communities during 2002 (see Table B.14).

Senior Buyers' Willingness to Pay Extra for Technology

More than one-fifth of builders (22 percent) reported that most of their senior customers were willing to pay for technology options and upgrades, and 69 percent said some seniors were willing to pay. Only 10 percent said no seniors were willing to pay extra for technology upgrades. There were no significant differences across market types or regions in builders' responses regarding seniors willingness to pay extra for technology options and upgrades in new homes (see Table B.36).

Exhibit 15. Customers' Willingness to Pay Extra for Technology



Senior Buyers' Resistance to Accessibility Features

More than half the builders (53 percent) reported that some 50+ customers were resistant to accessibility features in a new home, and 7 percent said most of their 50+ customers were resistant to accessibility features. The remaining 40 percent indicated that none of their customers resisted accessibility features. There were some differences, though not significant, in responses across market types and regions (see Table B.17).

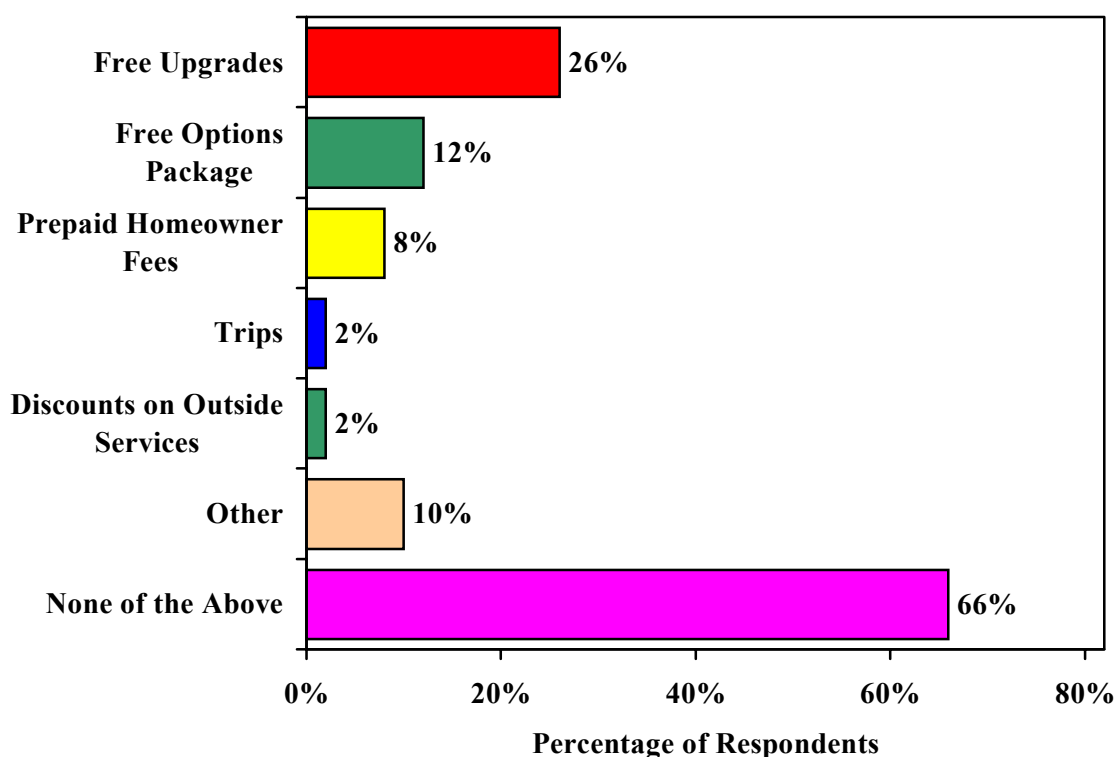
Exhibit 16. Senior Buyers' Resistance to Accessibility Features, by Region and Market Type

	More Are Resistant	Some Are Resistant	None Are Resistant
Region	% of Respondents		
Northeast	5	49	46
Midwest	5	67	28
South	7	52	41
West	11	43	46
Market Type			
Age-Restricted	8	55	37
Age-Targeted	9	59	32
Independent Living	4	51	35

Regular Sales Incentives Offered to Promote 50+ Housing

Asked what type of regular sales incentives/premiums they used to promote their 50+ housing developments during 2002, only one-third of builders responding to the survey said they offered any incentives. Free upgrade packages (e.g., premium carpeting, upgraded appliances) were the most commonly named incentives, offered by about one-fourth of builders, followed by a free option package (e.g., bathrooms), which was offered by 12 percent, and prepaid homeowner fees by 8 percent. Exhibit 17 shows regular sales incentives/premiums used by builders to promote 50+ housing developments.

Exhibit 17. Regular Sales Incentives/Premiums Offered to Promote 50+ Housing in 2002



There were some differences by market type in the sales premiums offered to promote 50+ housing. About 38 percent of builders of age-restricted communities offered incentives/premiums to promote them, compared with 42 percent of builders of age-targeted communities and only 22 percent of builders of independent living communities (see Table B.29).

The regional differences in sales incentives offered by builders were more pronounced. About 27 percent of builders in Northeast offered some incentives/premiums to promote 50+ seniors housing, compared with 40 percent in the Midwest, 35 percent in the South, and 31 percent in the West. Exhibit 18 shows the top two incentives offered, by market type and region.

**Exhibit 18. Regular Sales Incentives/Premiums Used to Promote 50+ Housing
in 2002**

	Percentage of Builders Offering Incentives	Top 2 Incentives Offered (% of Respondents)	
		Free Upgrade Package	A Free Option Package
Total	34	26	12
Region			
Northeast	37	24	8
Midwest	40	28	16
South	35	28	15
West	31	28	9
Market Type			
Age-Restricted	38	28	12
Age-Targeted	42	34	17
Independent Living	22	18	6

Down Payment Preferences of 50+ Senior Home Buyers

Sixty percent of builders indicated that their 50+ senior buyers preferred to pay cash. Of the other 40 percent of builder-respondents, 27 percent indicated that seniors preferred high down payments (30 percent or more), 9 percent indicated moderate down payments (10 to 30 percent), and 4 percent indicated low down payments (10 percent or less). There were no significant differences across market types or regions in builders' responses regarding 50+ senior buyers' preferences for down payment size (see Table B.30).

**Exhibit 19. Down Payment Preferences of 50+ Senior Home Buyers
(percentage of respondents)**

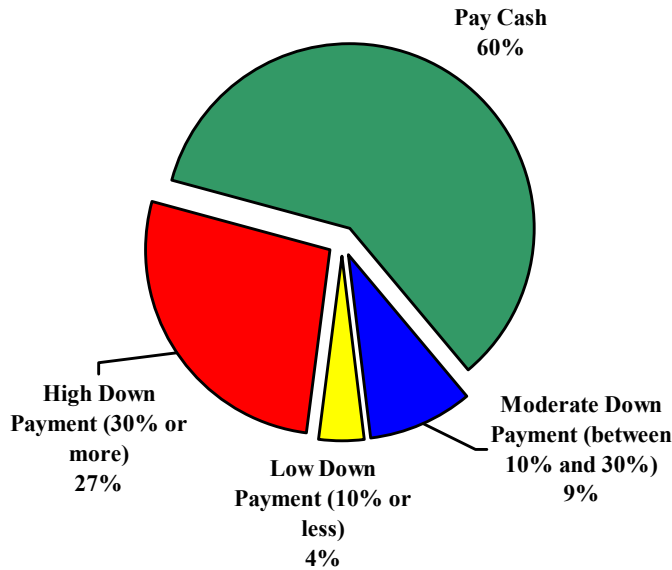


Exhibit 20. Down Payment Preferences of 50+ Senior Home Buyers

	Customers Pay Cash (% of respondents)
Region	
Northeast	53
Midwest	61
South	60
West	64
Market Type	
Age-Restricted	62
Age-Targeted	59
Independent Living	63

Customers' Mortgage Loan Preferences

More than half the builders (55 percent) reported that 50+ buyers preferred a mortgage loan of 15 years or other fully amortizing terms, and 49 percent of builders named 30-year fixed-rate loans as the consumers' preference. Only 10 percent reported that 50+ buyers preferred 2/5/7/10-year hybrid adjustable rate. (Builders responding to this question could indicate preferences for more than one type of loan.) (See Table B.31.)

Exhibit 21. Senior Buyers' Mortgage Loan Preferences

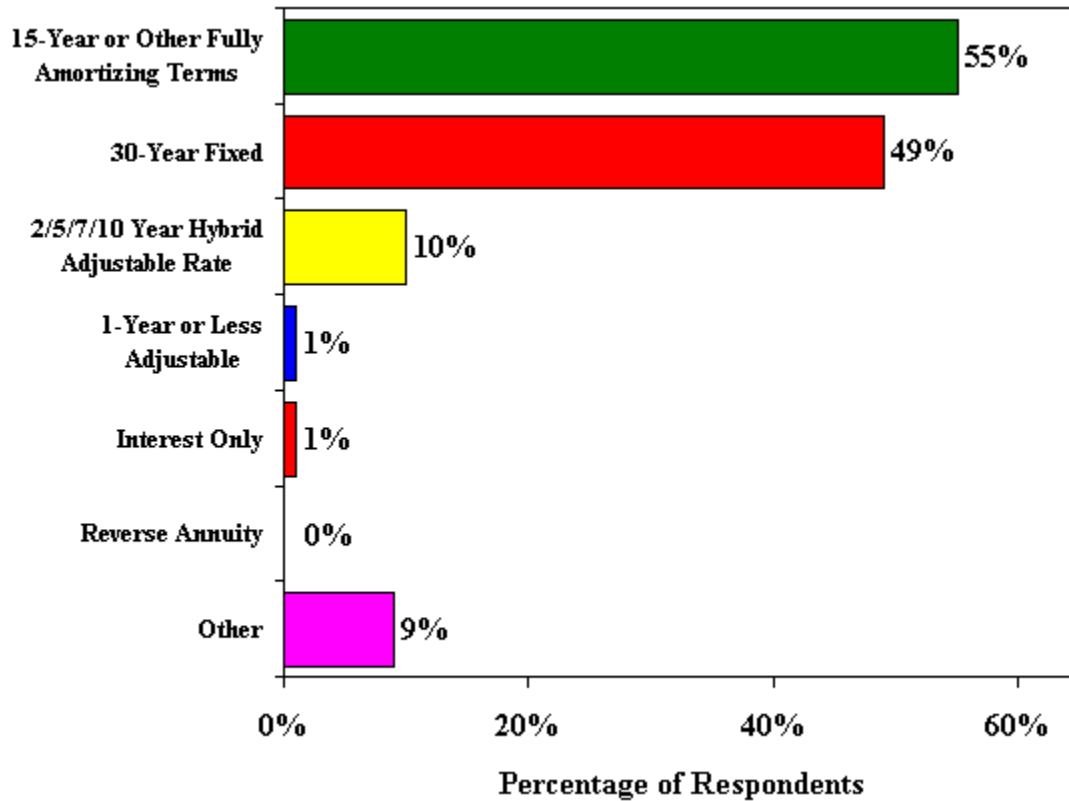


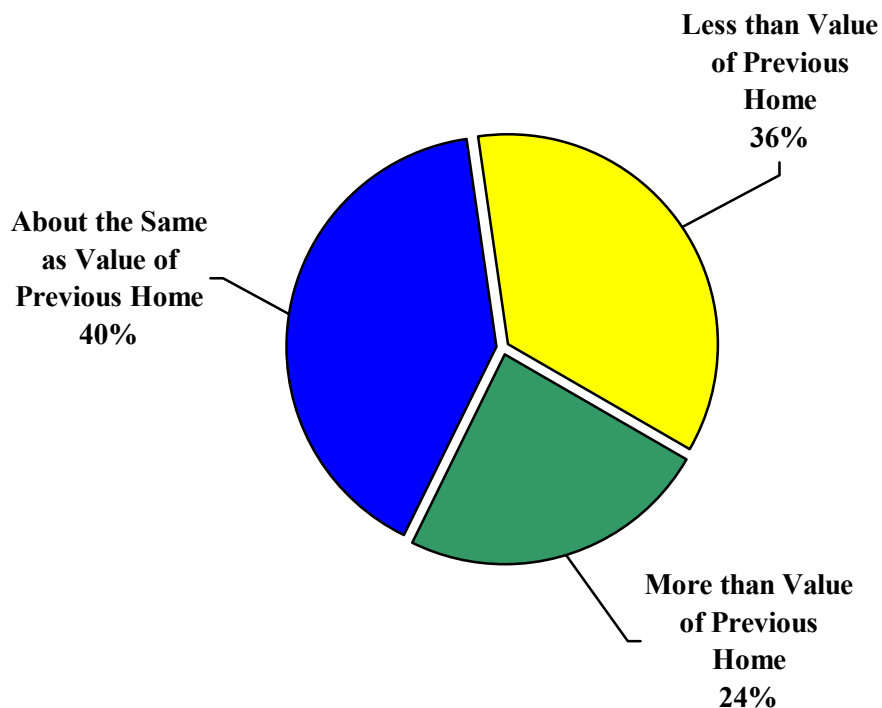
Exhibit 22. Senior Buyers' Mortgage Loan Preferences, by Region and Market Type

	30-Year Fixed	15-Year or Fully Amortizing Terms	2/5/7/10 Year Hybrid Adjustable Rate
Region	% of Respondents		
Northeast	45	55	6
Midwest	39	66	16
South	54	54	12
West	55	44	3
Market Type			
Age-Restricted	55	54	6
Age-Targeted	52	55	10
Independent Living	33	57	17

Values of 50+ Buyers' Home Purchases Compared with the Values of Their Previous Homes

The builders were asked how the values of their 50+ customers' newly purchased homes compared with the values of their previous homes. About one-fourth of builders said the new purchases had greater values than the previous homes and one-third said the new home's value was less than that of the previous home. The other 40 percent reported that 50+ seniors bought homes of about the same value as their previous homes.

Exhibit 23. Values of 50+ Buyers' Home Purchases Compared with the Values of Their Previous Homes (percentage of respondents)



There were significant differences in responses across market types and regions. In the Northeast, South, and West a higher share of builders reported that 50+ buyers bought homes valued at less than the value of their previous homes (see Table B.33).

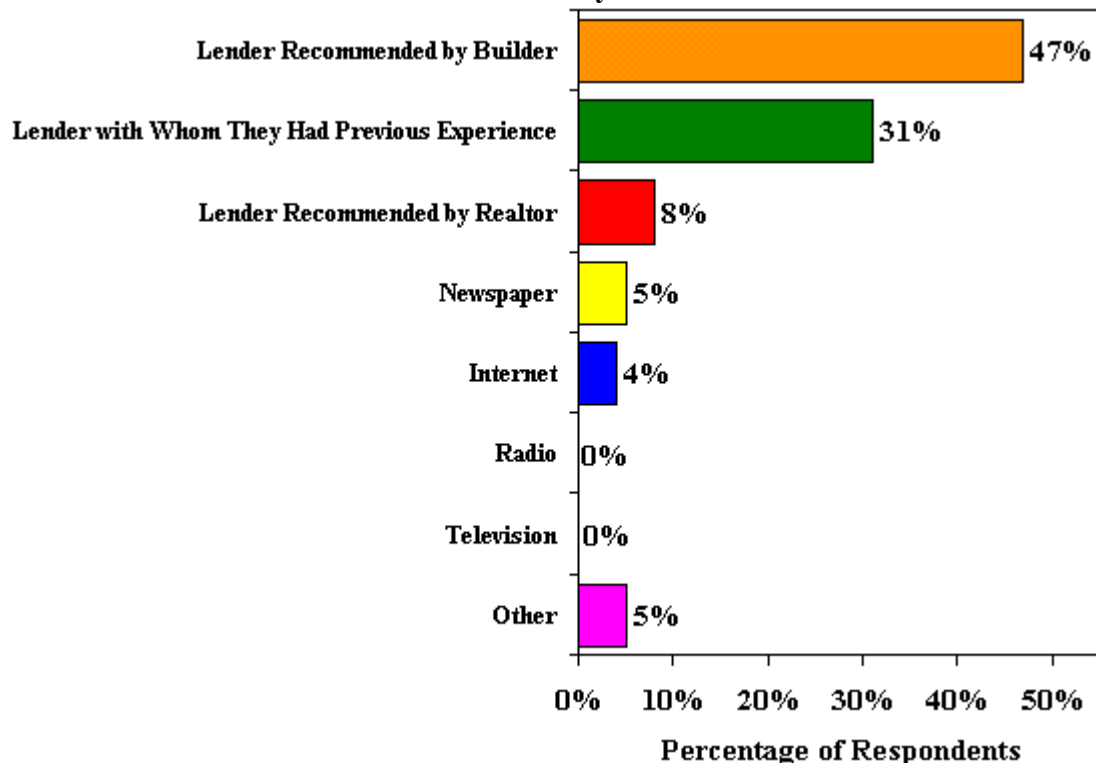
Exhibit 24. Values of 50+ Buyers' Home Purchases Compared with the Values of Their Previous Homes, by Region and Market Type

	Value More than Previous Home's Value	Value About the Same as Previous Home's Value	Value Less than Previous Home's Value
Region	% of Respondents		
Northeast	15	44	41
Midwest	36	42	22
South	23	40	37
West	22	36	42
Market Type			
Age-Restricted	20	35	45
Age-Targeted	28	45	27
Independent Living	25	40	35

How 50+ Buyers Selected Their Lenders

Asked how the majority of their 50+ buyers selected their lender, about half the respondents (47 percent) said that their customers used a lender recommended by the builder and about one-third said the customers used lenders with whom they had previous experience.

Exhibit 25. How 50+ Buyers Selected Their Lenders



There were significant differences across market types and regions in builders' responses about how 50+ buyers select their lenders. In the Northeast, 44 percent of builders indicated that the 50+ buyers used a lender recommended by the builder and 26 percent said that 50+ buyers went to a lender with whom they had worked previously. In the Midwest, 40 percent of builders said that the 50+ buyers used a lender recommended by the builder and 44 percent indicated that 50+ buyers went to a lender with whom they had worked previously (see Table B.34).

Exhibit 26. How 50+ Buyers Selected Their Lenders, by Region and Market Type

	Lender Recommended by Builder	Lender with Whom Customer Had Previous Experience
Region	% of Respondents	
Northeast	44	26
Midwest	40	44
South	50	26
West	53	29
Market Type		
Age-Restricted	56	20
Age-Targeted	50	32
Independent Living	38	36

50+ Buyers' Primary Source of Down Payment Funds

About 70 percent of builders reported that equity in the customer's current home was the primary sources of down payment funds for 50+ buyers and 30 percent said investments were the primary source. There were no significant differences across market types and regions in the primary source of down payment (see Table B.35).

Exhibit 27. Buyers' Primary Source of Down Payment (percentage of respondents)

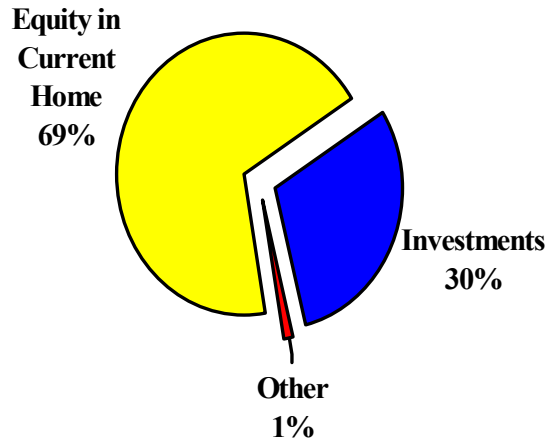


Exhibit 28. Buyers' Primary Source of Down Payment, by Region and Market Type

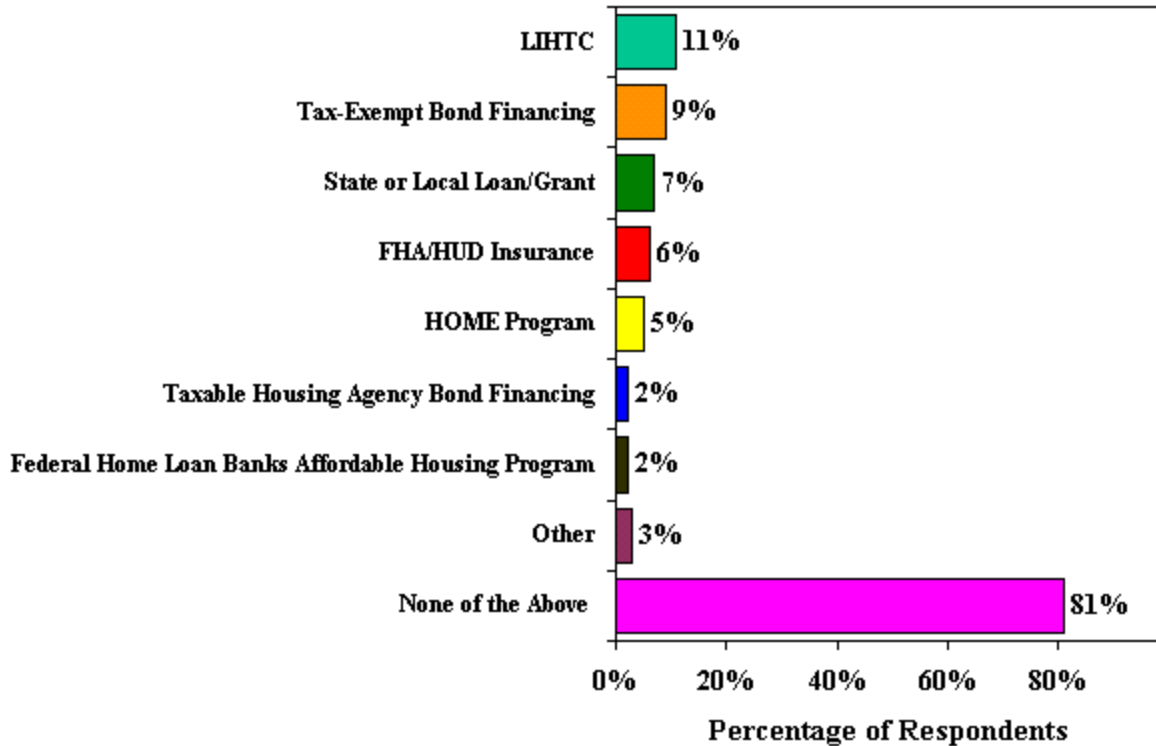
	Investments	Equity
Region	% of Respondents	
Northeast	30	69
Midwest	26	74
South	27	71
West	23	77
Market Type		
Age-Restricted	24	75
Age-Targeted	28	71
Independent Living	31	65

Special Finance Programs Used to Build Affordable 50+ Seniors Housing

Only 19 percent of builders reported that during 2002 they used special finance programs—such as tax credits or government insurance—to build affordable 50+ seniors housing. About 11 percent of builders reported using the Low-Income Housing Tax Credit program and 9 percent used tax-exempt bond financing. Seven percent used a state or local loan/grant program, 6 percent used Federal Housing Administration insurance, and 5 percent used federal HOME program funds to build affordable housing for seniors.

There were no differences across market types in the percentage of builders using any special finance program to build affordable housing (see Table B.32).

Exhibit 29. Special Finance Programs Used to Build Affordable 50+ Seniors Housing



Note: LIHTC = Low-Income Housing Tax Credit Program. FHA/HUD = Federal Housing Administration/U.S. Department of Housing and Urban Development.

Conclusion

As the Baby Boom generation ages, virtually all segments of American society are challenged to adapt to the demands of shifting demographics. This report provides insight into how home builders perceive the housing needs of an aging population and how the builders are working to meet those needs effectively.

APPENDIX A

**SURVEY QUESTIONNAIRE
AND OVERALL RESPONSES**

Based on 281 responses

Builders Survey on Seniors Housing – 2003

1. Which of the following senior housing segments did your company **build** during 2002 and plan to build in 2003? [\[Check all that apply\]](#)

	<u>2002</u>	<u>Planned 2003</u>
Age-restricted	55%	57%
Age-targeted (<i>50 years or older</i>)	56	58
Independent living	36	35
Assisted living adult (<i>age restricted</i>)	7	6
Nursing/specialty care units	3	2
Continuing care retirement communities	4	5
Other	5	5

2. Please indicate the price ranges of 50+ senior housing that your company built during 2002 [\[Check all that apply\]](#)

37% Under \$150K	50% \$200K – \$249K	21% \$350K – \$499K
58% \$150K – \$199K	44% \$250K – \$349K	10% \$500K or more

3. Please indicate the type of 50+ senior housing that your company built during 2002 [\[Check all that apply\]](#)

56% Single-family detached	23% Multifamily – For sale (Condo/Co-op)
33% Single family attached/townhouse	25% Multifamily – For rent
5% Other	

4. Where did your company build 50+ seniors communities during 2002?

15% Central city **49%** Close-in suburbs **24%** Outer suburbs **11%** Rural areas

5. Where are the majority of 50+ customers relocating from? (Check all that apply)

22% Different region with colder climates	57% Different community in the same state
24% Different state in the same region	58% Same community

6. What are their motivations for relocating? (Check all that apply)

19% Move to a warmer climate	32% Lower living costs
26% Move to be closer to amenities and local activities	30% Desire for increased personal security
13% Move to be farther away from crowded cities	77% Desire for maintenance-free life style
52% Move closer to children/family	15% Other

7. Please check all the features/amenities that are included in the homes you built in the 50 + seniors communities during 2002 and plan to be included in 2003 [Check all that apply]

	<u>2002</u>	<u>Planned 2003</u>
Central heat and air conditioning	89%	90%
Lever-handle/door knobs	83	84
Full bath on entry level	83	82
Attached garage	79	81
Wider doors (32" clearance)	76	79
Garage door opener	75	78
Easy usable climate control (thermostat)	74	75
Storage space	74	75
Windows that can open easily	73	72
Covered porch	67	69
Wider hallways	65	65
Separate shower and bathtub	65	67
Bigger bathrooms	63	64
Private patio	61	60
No steps at entrance	60	60
Gas fireplace	60	61
Grab bars in bathroom	59	59
Smaller lot (less than 9,000 sq. ft.)	59	63
Washer and dryer in the home/unit	55	62
Master bedroom on first floor in 2-story home	54	55
Kitchen cabinets with roll-out trays and lazy susans	54	52
Separate living room	54	51
Separate dining room	51	50
Home office	49	50
Great room	49	50
Extra lighting	44	41
Raised toilets	40	42
Electrical outlets little higher	36	36
Whirlpool tub	33	33
Electrical switches little lower	32	32
Non-slip floors	30	31
Large medicine cabinet	28	29
Shower without doors	28	25
Round vanities in the bathroom	27	25
Emergency call button	25	23
Elevator	24	23
Stool in bathroom	19	19
Kitchen cabinets little lower	19	19
Wood burning fireplace	13	12
Casitas	6	7
Laundry chute (if two-story)	5	6
Private spa	5	5
Other	8	8

8. Please check all the amenities/features/services that are included in the 50+ seniors communities you built during 2002 and plan to include in 2003. [Check all that apply]

	<u>2002</u>	<u>Planned 2003</u>
Proximity to shopping center	78%	77%
Proximity to church	69	66
Proximity to Hospital/Doctor's office	66	65
Recreation center/Community center/Club house	65	68
Meeting room	63	69
Walking/Jogging trails	63	66
Social activities	61	65
Fitness center	59	63
Proximity to library	53	50
Restaurants	49	48
Accessible public transportation	47	48
Golf course	30	30
Bike trails	29	28
Convenience store/Grocery store	15	17
Drug store	10	10
Other	12	10

9. Which of the following services **did you provide** in the 50+ seniors communities you built in 2002 and plan to provide during 2003? [Check all that apply]

	<u>2002</u>	<u>Planned 2003</u>
Outdoor maintenance service (grounds)	74%	74%
Social activities	58	62
Exterior home maintenance	56	55
Transportation service	30	29
Van services	25	24
Minor home repair service	21	22
Laundry service	17	16
Major home repair service	16	19
Onsite health care	16	16
Home delivered meals	13	13
Partial house keeping	12	14
Personal care service	11	10
Complete house keeping	8	8
Other	4	5

10. What kind of technology/automation /safety features were included in the communities built during 2002? [Check all that apply]

- 60% Structured wiring (Cat 5)
- 69% High speed internet access
- 37% Intercom/ entrance phone
- 18% Video entrance phone
- 10% Other

11. Which of the following safety features were included in the seniors communities you built during 2002 and you plan to include in 2003? [Check all that apply]

	<u>2002</u>	<u>Planned 2003</u>
Strategically placed streetlights	69	68
Home security system	52	54
Controlled community entrance/exit	46	51
Side walks on both sides of street	38	41
Automated gates	30	31
Security patrol	24	20
Guarded gates	15	15
Other	0	1

12. Are customers buying in 50+ seniors communities resistant to accessibility features in the homes you build?
 7% Most are resistant to accessibility features
 53% Some are resistant to accessibility features
 40% None are resistant to accessibility features

13a. Please indicate the number of housing units started by your firm in 2002

Started in 2002

Single family

Age restricted _____

Age targeted _____

Mixed age _____

Total single family _____

Multifamily

Age restricted _____

Age targeted _____

Mixed age _____

Total multifamily _____

13b. Of the single family homes for seniors started by your company during 2002, what was the share with one story compared to two stories or more?

One story	76%
Two stories or more	24%
TOTAL	100%

14. What was your firm's dollar volume of residential construction in 2002?

- 2%** Less than \$500,000
- 3%** \$500,000 - \$999,999
- 25%** \$1,000,000 - \$4,999,999
- 18%** \$5,000,000 - \$9,999,999
- 18%** \$10,000,000 - \$19,999,999
- 34%** \$20,000,000 or more

15. What type of regular sales incentives/premiums did you use to promote your 50+ housing developments during 2002? (Check all applicable)

- 12%** Free upgrades package (e.g. premium carpeting, upgraded appliances)
- 8%** A free option package (e.g. 3rd bathroom)
- 2%** Prepaid homeowner fee (e.g. one year)
- 2%** Trips
- 26%** Discounts on outside services
- 10%** Other
- 66%** None of the above

16. How would you describe the buying preferences of 50+ senior homebuyers?

- 60%** Pay cash
- 27%** High down payment (30% or more)
- 4%** Low down payment (10% or less)
- 9%** Moderate down payment (between 10% and 30%)

17. What are the preferences for length of loan and other financing options among 50+ buyers? (Check all applicable)

- | | |
|--|---------------------------|
| 49% 30 year fixed | 1% Interest only |
| 55% 15 or other fully amortizing terms | 0% Reverse annuity |
| 10% 2/5/7/10 yr. Hybrid adjustable rate | 9% Other |
| 1% 1 year or less adjustable | |

18. Please check which of the following programs your company used to build affordable 50+ senior's housing through tax credit during 2002

- | | |
|---|---|
| 11% Low Income Housing Tax Credit | 5% HOME Program |
| 9% Tax exempt bond financing housing | 2% Federal home loan bank affordable program |
| 2% Taxable housing agency bond financing | 3% Other |
| 7% State or local loan/grant | 81% None of the above. |
| 6% FHA/HUD Insurance | |

19. Are 50+ buyers buying homes in communities built by your firm for prices that are:

- 24%** More than the value of their previous home
- 41%** About the same value
- 36%** Less than the value of their previous home

20. In your opinion, how do the majority of the 50+ buyers select their lender? (Check ONE only)

- 47%** Lender recommended by builder
- 31%** Lender with whom they had previous experience
- 8%** Lender recommended by realtor
- 5%** Newspaper
- 4%** Internet
- 0%** Radio
- 0%** Television
- 5%** Other

21. In your opinion, what is the primary source of their down payment/purchase?

- 69%** Equity in current home
- 30%** Investments
- 0%** Inheritance
- 1%** Other

22. Are most 50+ senior buyers willing to pay extra for technology options and upgrades in new home?

- | | | |
|--|--------------------------------|--------------------|
| 22% Most of the seniors the seniors | 69% Some of the seniors | 10% None of |
|--|--------------------------------|--------------------|

23. Comments/Observations:

THANK YOU

APPENDIX B

DETAILED TABULATIONS

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- TABLE B.2: Q1B. Which of the following housing segments does your company plan building in during 2003?
- TABLE B.3: Q2. Indicate the price range of 50+ senior housing that the company built during 2002
- TABLE B.4: Q3. Indicate the type of 50+ senior housing that the company built during 2002
- TABLE B.5: Q4. Where did your company build 50+ seniors communities during 2002?
- TABLE B.6: Q5. Where are the majority of 50+ customers relocating from?
- TABLE B.7: Q6. What are their motivations for relocating?
- TABLE B.8: Q7A. Features and amenities included in homes built for 50+ seniors communities during 2002
- TABLE B.9: Q7B. Features and amenities planned to be included in homes built for 50+ seniors communities during 2003
- TABLE B.10: Q8A. Amenities/features/services included in homes built for 50+ seniors communities during 2002
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- TABLE B.22: Q13a(5). Number of Multifamily AGE RESTRICTED housing units started by firm in 2002
- TABLE B.23: Q13a(6). Number of Multifamily AGE TARGETED housing units started by firm in 2002
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- TABLE B.26: Q13b(1). Percent of single-family homes for seniors that were one story
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- TABLE B.30: Q16. How would you describe the buying preferences of 50+ senior homebuyers?
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- TABLE B.33: Q19. Are 50+ buyers buying homes in communities built by your firm for prices that are:
- TABLE B.34: Q20. In your opinion, how do the majority of the 50+ buyers select their lender?
- TABLE B.35: Q21. In your opinion, what is the primary source of their down payment/purchase?
- TABLE B.36: Q22. Are most 50+ senior buyers willing to pay extra for technology options and upgrades in new homes?

	Total	Region				Market Type		
		Northeast	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
	%	%	%	%	%	%	%	
TABLE B.1: Q1A. Which of the following housing segments did your company build in during 2002?								
Age restricted	55	74	38	52	63	100	38	59
Age targeted (50 years or older)	56	51	71	56	44	39	100	49
Independent living	36	30	39	36	35	39	31	100
Assisted living adult (age restricted)	7	9	9	4	8	6	5	12
Nursing/specialty care units	3	9	5	1		4	4	6
Continuing care retirement communities	4	12	4	2	2	5	4	7
Other	5	5	4	4	8	3	2	6
Responses	232	43	56	85	48	127	131	83
TABLE B.2: Q1B. Which of the following housing segments does your company plan building in during 2003?								
Age restricted	57	76	35	56	63	95	38	56
Age targeted (50 years or older)	58	51	73	61	43	43	96	50
Independent living	35	36	38	33	35	37	30	94
Assisted living adult (age restricted)	6	4	8	2	10	6	4	11
Nursing/specialty care units	2	4	4	1		3	2	3
Continuing care retirement communities	5	7	6	2	6	6	4	9
Other	5	4	4	2	12	4	2	7
Responses	226	45	48	82	51	109	113	70
TABLE B.3: Q2. Indicate the price range of 50+ senior housing that the company built during 2002								
Under \$150K	37	33	39	36	41	44	34	39
\$150K - \$199K	58	35	63	63	67	60	65	57
\$200K - \$249K	50	44	39	61	49	56	53	40
\$250K - \$349K	44	51	30	49	44	46	42	31
\$350K - \$499K	21	28	13	19	28	23	21	13
\$500K or more	10	12	9	13	5	11	9	10
Responses	221	43	56	83	39	108	128	67
TABLE B.4: Q3. Indiate the type of 50+ senior housing that the company built during 2002								
Single-family detached	56	57	47	61	57	52	65	38
Single-family attached/townhouse	33	27	38	33	33	32	43	23
Multifamily -- for sale (condo/coop)	23	20	34	25	8	21	28	24
Multifamily -- for rent	25	32	28	16	29	32	16	42
Other	5	9	9	1	4	6	5	4
Responses	238	44	58	85	51	122	127	79

	Total	Region				Market Type		
		Northeast	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
	%	%	%	%	%	%	%	%
TABLE B.5: Q4. Where did your company build 50+ seniors communities during 2002?								
Central city	15	13	16	9	27	12	15	22
Close-in suburbs	49	50	48	57	37	53	48	46
Outer suburbs	24	27	24	23	24	27	25	16
Rural areas	11	10	12	10	12	7	12	16
Responses	241	48	58	86	49	122	129	79
TABLE B.6: Q5. Where are the majority of 50+ customers relocating from?								
Different region with colder climates	22	8	7	34	32	25	26	14
Different state in same region	24	22	9	28	36	22	26	18
Different community in same state	57	67	47	53	62	65	59	51
Same community	58	61	75	52	46	54	60	61
Responses	240	49	55	86	50	122	125	79
TABLE B.7: Q6. What are their motivations for relocating?								
Move to a warmer climate	19	4	4	31	33	23	23	16
Move to be closer to amenities and local activities	26	24	30	24	29	30	30	28
Move to be farther away from crowded cities	13	10	14	13	17	11	15	14
Move closer to children/family	52	57	54	49	48	58	48	58
Lower living costs	32	27	23	39	33	39	29	37
Desire for increased personal security	30	24	23	32	38	31	32	39
Desire for maintenance-free life style	77	90	88	74	60	77	82	82
Other	15	12	14	15	21	15	14	18
Responses	247	51	57	87	52	124	129	79

	Total	Region				Market Type		
		Northeast	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
		%	%	%	%	%	%	%
TABLE B.8: Q7A. Features and amenities included in homes built for 50+ seniors communities during 2002								
Washer and dryer in the home/units	55	57	59	58	44	51	57	61
Round vanities in the bathroom	27	23	27	28	28	29	24	25
Wider doors (32 in. clearance)	76	66	84	77	74	72	74	84
Grab bars in bathroom	59	59	55	60	62	62	54	74
Stool in bathroom	19	9	36	16	16	21	20	23
Lever-handle/door knobs	83	86	79	80	90	85	80	84
No steps at entrance	60	61	59	57	66	68	50	69
Non-slip floors	30	23	23	31	42	28	23	38
Easy usable climate control (thermostat)	74	59	77	77	78	74	74	81
Electrical outlets placed a little higher	36	41	39	30	40	41	30	40
Electrical switches placed a little lower	32	34	29	31	34	37	23	34
Kitchen cabinets a little lower	19	18	21	16	24	22	13	26
Full bath on entry level	83	89	89	86	68	85	87	89
Large medicine cabinet	28	36	23	26	28	31	25	33
Master bedroom on first floor of 2 story home	54	73	52	60	30	47	68	46
Bigger bathrooms	63	68	64	63	58	59	65	68
Wider hallways	65	66	68	60	68	60	65	65
Whirlpool tub	33	43	27	36	24	24	39	26
Kitchen cabinets with roll-out trays and lazy susans	54	55	63	47	56	47	60	51
Laundry chute (if 2 story)	5		9	6	4	6	3	5
Central heat and air conditioning	89	86	91	91	86	85	94	91
Emergency call button	25	30	23	24	22	28	13	38
Shower without doors	28	30	32	20	36	26	24	28
Separate shower and bathtub	65	55	71	67	64	59	73	61
Raised toilets	40	32	52	37	38	40	35	48
Separate living room	54	64	54	59	38	56	53	53
Separate dining room	51	66	41	58	38	51	51	46
Home office	49	48	45	55	44	43	58	39
Storage space	74	80	73	77	66	72	77	74
Attached garage	79	84	88	80	62	72	93	68
Garage door opener	75	70	86	76	66	68	86	68
Covered porch	67	68	70	66	64	65	77	59
Smaller lot	59	59	54	58	66	62	68	48
Windows that can open easily	73	70	80	72	70	76	73	78
Extra lighting	44	41	39	44	52	37	45	44
Elevator	24	27	21	23	26	31	13	39
Great room	49	41	55	56	38	42	57	36
Casitas	6		7	2	16	9	5	5
Private patio	61	52	71	53	68	50	67	54
Private spa	5	11	4	5	2	7	8	6
Wood burning fireplace	13	11	11	17	10	11	17	11
Gas fireplace	60	59	61	64	52	50	70	59
Other	8	9	9	8	8	9	6	14
Responses	236	44	56	86	50	123	128	80

	Total	Region				Market Type		
		Northeast	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
	%	%	%	%	%	%	%	%
TABLE B.9: Q7b. Features and amenities planned to be included in homes built for 50+ seniors communities during 2003								
Washer and dryer in the home/units	62	64	67	65	48	55	62	66
Round vanities in the bathroom	25	20	25	28	26	28	22	24
Wider doors (32 in. clearance)	79	71	85	81	76	76	74	86
Grab bars in bathroom	59	56	56	61	62	63	52	74
Stool in bathroom	19	7	35	15	20	20	18	23
Lever-handle/door knobs	84	82	79	84	90	87	78	84
No steps at entrance	60	51	63	59	68	68	50	69
Non-slip floors	31	24	23	32	42	29	22	35
Easy usable climate control (thermostat)	75	67	79	74	80	78	75	82
Electrical outlets placed a little higher	36	33	44	28	44	41	29	42
Electrical switches placed a little lower	32	29	31	31	38	40	22	35
Kitchen cabinets a little lower	19	11	23	15	26	22	13	27
Full bath on entry level	82	87	85	85	72	83	86	88
Large medicine cabinet	29	36	23	27	34	31	23	31
Master bedroom on first floor of 2 story home	55	64	56	60	38	48	68	43
Bigger bathrooms	64	69	62	65	60	57	66	66
Wider hallways	65	62	67	60	72	59	64	64
Whirlpool tub	33	42	25	38	24	24	41	26
Kitchen cabinets with roll-out trays and lazy susans	52	51	58	46	56	45	59	47
Laundry chute (if 2 story)	6	2	12	5	4	5	3	5
Central heat and air conditioning	90	87	94	91	88	87	91	91
Emergency call button	23	22	27	24	20	29	11	38
Shower without doors	25	20	31	19	36	23	22	27
Separate shower and bathtub	67	58	69	69	70	62	72	62
Raised toilets	42	33	54	40	40	41	35	50
Separate living room	51	56	54	59	32	54	51	51
Separate dining room	50	58	40	61	32	51	52	46
Home office	50	51	46	53	48	44	60	39
Storage space	75	80	71	79	66	72	77	76
Attached garage	81	84	92	81	66	73	94	70
Garage door opener	78	73	88	76	72	71	87	69
Covered porch	69	69	75	68	64	68	78	62
Smaller lot	63	67	62	60	68	67	71	53
Windows that can open easily	72	69	75	73	70	74	70	76
Extra lighting	41	38	31	45	48	36	40	39
Elevator	23	24	19	24	24	31	10	38
Great room	50	36	54	58	46	41	56	38
Casitas	7		10	2	20	10	6	8
Private patio	60	58	67	54	66	52	64	57
Private spa	5	7	6	5	2	6	8	5
Wood burning fireplace	12	7	13	16	6	10	16	9
Gas fireplace	61	58	62	66	56	50	69	64
Other	8	9	10	7	8	9	8	15
Responses	232	45	52	85	50	111	116	74

	Total	Region				Market Type		
		Northeast	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
		%	%	%	%	%	%	%
TABLE B.10: Q8a. Amenities/features/services included in homes built for 50+ seniors communities during 2002								
Fitness center	59	64	45	65	61	74	51	57
Convenience store/grocery store	15	8	10	20	17	13	11	14
Drug store	10	3	2	16	13	8	10	8
Recreation center/community center/club house	65	64	47	74	67	79	59	62
Meeting room	63	72	43	68	70	77	55	54
Accessible public transportation	47	46	47	37	65	57	37	55
Proximity to hospital/doctor's office	66	62	63	73	63	72	63	62
Proximity to church	69	67	63	78	63	69	70	66
Proximity to library	53	59	49	58	41	55	55	51
Proximity to shopping center	78	77	73	84	76	83	78	74
Restaurants	49	44	43	53	52	50	51	54
Walking/jogging trails	63	64	59	65	63	64	67	53
Bike trails	29	18	35	30	28	29	32	22
Social activities	61	64	39	65	76	76	54	59
Golf course	30	23	27	33	33	33	36	30
Other	12	5	12	14	13	11	12	11
Responses	217	39	51	81	46	121	120	74
TABLE B.11: Q8b. Amenities/features/services planned to be included in homes built for 50+ seniors communities during 2003								
Fitness center	63	66	47	67	72	77	56	61
Convenience store/grocery store	17	11	12	21	20	16	12	15
Drug store	10	2	4	16	15	10	11	10
Recreation center/community center/club house	68	64	57	72	78	81	65	65
Meeting room	69	80	53	67	78	80	61	61
Accessible public transportation	48	43	53	40	61	59	38	57
Proximity to hospital/doctor's office	65	52	65	74	63	71	63	58
Proximity to church	66	52	65	78	59	66	67	64
Proximity to library	50	50	47	58	37	53	52	50
Proximity to shopping center	77	66	76	84	76	82	77	74
Restaurants	48	36	45	53	54	50	52	56
Walking/jogging trails	66	61	63	72	65	68	71	57
Bike trails	28	18	33	30	30	28	32	21
Social activities	65	70	41	68	80	80	56	63
Golf course	30	25	22	33	35	34	38	28
Other	10	7	10	11	13	10	11	11
Responses	220	44	49	81	46	112	112	72

	Total	Region				Market Type		
		Northwest	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
		%	%	%	%	%	%	%
TABLE B.12: Q9a. Services included in homes built for 50+ seniors communities during 2002								
Home delivered meals	13	17	12	10	18	14	11	26
Transportation services	30	29	21	36	33	37	18	50
Van services	25	20	19	25	35	29	11	42
Major home repair services	16	14	14	13	23	17	15	26
Laundry services	17	14	19	11	28	15	14	26
Partial housekeeping	12	23	7	8	15	11	6	18
Complete housekeeping	8	6	10	7	13	4	5	11
Minor home repair service	21	29	10	23	25	22	20	24
Personal care service	11	17	10	7	15	6	6	18
Exterior home maintenance	56	69	55	61	38	57	60	55
Social activities	58	54	45	59	75	72	48	68
Onsite health care	16	11	21	15	18	17	11	27
Outdoor maintenance service (grounds)	74	74	71	80	65	73	77	71
Other	4	3	2	5	8	6	2	6
Responses	178	35	42	61	40	103	94	62
TABLE B.13: Q9b. Services planned to be included in homes built for 50+ seniors communities during 2003								
Home delivered meals	13	14	15	10	17	17	12	27
Transportation services	29	28	22	36	29	38	20	51
Van services	24	19	20	24	31	30	12	42
Major home repair services	19	19	22	15	21	19	19	29
Laundry services	16	14	17	10	24	15	12	24
Partial housekeeping	14	22	15	8	14	15	9	22
Complete housekeeping	8		10	7	14	4	3	10
Minor home repair service	22	22	20	24	21	23	21	27
Personal care service	10	14	10	5	14	7	7	17
Exterior home maintenance	55	56	63	61	38	56	62	56
Social activities	62	56	49	63	79	79	50	73
Onsite health care	16	6	27	14	17	18	10	27
Outdoor maintenance service (grounds)	74	75	76	80	62	72	74	71
Other	5	6	2	5	7	5	2	5
Responses	178	36	41	59	42	94	86	59

	Total	Region				Market Type		
		Northwest	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
		%	%	%	%	%	%	%
TABLE B.14: Q10. Technology/automation/safety features included in communities built during 2002								
High-speed Internet access	60	58	60	63	58	59	59	48
Structured wiring (Cat 5)	69	67	58	73	75	61	75	56
Video entrance phone	18	28	14	22	5	23	11	24
Intercom/entrance phone	37	36	40	37	35	41	31	49
Other	10	8	12	9	13	8	10	14
Responses	100	100	100	100	100	96	97	63
TABLE B.15: Q11a. Safety features included in seniors communities built during 2002								
Home security system	52	58	37	62	44	42	61	46
Controlled community entrance/exit	46	33	30	52	60	57	36	48
Strategically placed streetlights	69	81	74	66	60	72	74	72
Automated gates	30	25	12	33	44	37	30	28
Guarded gates	15	11	5	23	16	20	12	4
Security patrol	24	25	7	29	31	29	21	16
Sidewalks on both sides of street	38	28	47	35	42	38	41	45
Other								
Responses	203	36	43	79	45	112	114	69
TABLE B.16: Q11b. Safety features planned for inclusion in seniors communities built during 2003								
Home security system	54	56	43	64	44	44	58	44
Controlled community entrance/exit	51	44	31	57	63	59	37	52
Strategically placed streetlights	68	72	69	66	65	72	71	71
Automated gates	31	25	12	34	49	37	33	29
Guarded gates	15	11	5	19	21	21	11	5
Security patrol	20	17	7	23	28	26	19	15
Sidewalks on both sides of street	41	28	55	38	44	44	42	47
Other	1	3		1			2	
Responses	198	36	42	77	43	101	101	62
TABLE B.17: Q12. Are customers buying in 50+ communities resistant to accessibility features in the homes you build?								
Most are resistant	7	5	5	7	11	8	9	4
Some are resistant	53	49	67	52	43	55	59	51
None are resistant	40	46	28	41	46	37	32	45
Responses	190	41	43	69	37	97	101	55

	Total	Region				Market Type		
		Northwest	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
		%	%	%	%	%	%	%
TABLE B.18: Q13a(1). Number of Single-family AGE RESTRICTED housing units started by firm in 2002								
None	69	60	86	65	67	43	74	87
1 to 24	8	11	7	8	5	14	7	4
25 to 99	12	15	5	16	11	22	10	8
100 or more	10	13	2	11	16	22	9	1
Median	0	0	0	0	0	18	0	0
Mean	41.5	31.81	7.82	65.24	49.91	85.47	47.35	9.08
Responses	248	53	57	83	55	116	124	78
TABLE B.19: Q13a(2). Number of Single-family AGE TARGETED housing units started by firm in 2002								
None	73	83	70	66	78	87	54	81
1 to 24	15	6	21	19	9	4	23	12
25 to 99	10	11	7	10	11	6	18	8
100 or more	2		2	5	2	3	5	
Median	0	0	0	0	0	0	0	0
Mean	11.41	6.13	7.77	13.94	16.44	11.99	21.56	4.54
Responses	248	53	57	83	55	116	124	78
TABLE B.20: Q13a(3). Number of Single-family MIXED AGE housing units started by firm in 2002								
None	69	58	72	66	78	78	65	74
1 to 24	17	25	14	22	7	9	17	18
25 to 99	7	11	9	5	5	6	10	4
100 or more	7	6	5	7	9	7	9	4
Median	0	0	0	0	0	0	0	0
Mean	30.56	21.13	19.42	21.99	64.15	37.07	24.77	18.23
Responses	248	53	57	83	55	116	124	78
TABLE B.21: Q13a(4). Total single-family housing units started by firm in 2002								
None	36	36	42	29	42	39	26	54
1 to 24	24	19	30	27	18	14	27	26
25 to 99	23	28	21	27	15	21	29	14
100 or more	17	17	7	18	25	27	18	6
Median	11	20	6	19	10	20	20	0
Mean	83.47	59.08	35.02	101.17	130.5	134.53	93.69	31.85
Responses	248	53	57	83	55	116	124	78

	Total	Region				Market Type		
		Northwest	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
		%	%	%	%	%	%	%
TABLE B.22: Q13a(5). Number of Multifamily AGE RESTRICTED housing units started by firm in 2002								
None	68	69	73	69	60	47	81	47
1 to 49	9	4	13	9	12	17	8	15
50 to 149	12	14	9	14	10	18	6	19
150 or more	11	14	5	9	19	18	4	19
Median	0	0	0	0	0	9	0	8
Mean	71.56	44.73	30.36	49.65	175.2	111.86	24.49	140.45
Responses	238	51	55	80	52	115	118	73
TABLE B.23: Q13a(6). Number of Multifamily AGE TARGETED housing units started by firm in 2002								
None	82	96	64	81	90	92	69	85
1 to 49	8	2	16	9	6	2	16	7
50 to 149	8	2	16	8	4	5	11	8
150 or more	2		4	3		1	3	
Median	0	0	0	0	0	0	0	0
Mean	12.14	1.9	26.56	13.23	5.25	6.82	20.99	6.29
Responses	238	51	55	80	52	115	118	73
TABLE B.24: Q13a(7). Number of Multifamily MIXED AGE housing units started by firm in 2002								
None	86	84	78	90	90	87	83	82
1 to 49	5	8	7	3	4	2	8	4
50 to 149	5	8	7	4		6	3	8
150 or more	4		7	4	6	5	6	5
Median	0	0	0	0	0	0	0	0
Mean	61.03	142.25	63.22	12.14	52.73	49.37	51.15	50.63
Responses	238	51	55	80	52	115	118	73
TABLE B.25: Q13a(8). Total multifamily housing units started by firm in 2002								
None	47	57	29	50	52	41	47	32
1 to 49	18	12	31	18	13	17	25	21
50 to 149	17	14	25	15	13	17	16	21
150 or more	18	18	15	18	21	25	12	27
Median	6	0	26	4	0	25	4	43
Mean	115.58	54.41	120.15	75.01	233.1	168.04	96.64	197.37
Responses	238	51	55	80	52	115	118	73

	Total	Region				Market Type		
		Northwest	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
		%	%	%	%	%	%	%
TABLE B.26: Q13b(1). Percent of single-family homes for seniors that were one story								
None	11	24	2	10	10	14	7	13
1% to 25%	4	8		4	3	2	4	4
26% to 50%	7	5	14	6	5	4	8	4
51% to 75%	11	16	7	11	10	10	12	15
76% or more	67	47	77	69	72	69	70	64
Median	95	75	100	95	100	100	94	97
Mean	75.96	59.97	84.58	76.96	80.23	75.93	79.09	75.04
Responses	191	38	43	71	39	91	112	53
TABLE B.27: Q13b(2). Percent of single-family homes for seniors that were 2 or more stories								
None	47	29	51	44	64	51	45	49
1% to 25%	24	24	28	28	13	22	29	19
26% to 50%	13	16	16	13	5	11	14	15
51% to 75%	3	3	2	3	5		4	2
76% or more	14	29	2	13	13	16	9	15
Median	5	25	0	5	0	0	6	3
Mean	24.04	40.03	15.42	23.04	19.77	24.07	20.91	24.96
Responses	191	38	43	71	39	91	112	53
TABLE B.28: Q14. What was your firm's dollar volume in residential construction in 2002?								
Less than \$500,000	2	2	4	1	2	2	2	4
\$500,000 to \$999,999	3		6	4	2	3	2	3
\$1,000,000 to \$4,999,999	25	27	24	24	27	15	26	30
\$5,000,000 to \$9,999,999	18	16	17	21	16	12	18	19
\$10,000,000 to \$19,999,999	18	20	22	18	12	20	18	14
\$20,000,000 or more	34	35	28	33	41	48	34	31
Responses	237	49	54	85	49	113	121	74
TABLE B.29: Q15. Type of regular sales incentives or premiums used to promote 50+ housing development during 2002								
A free option package	12	8	16	15	9	12	17	6
Pre-paid homeowner fee	8	6	12	9	4	8	11	6
Trips	2		3	2		2	1	
Discounts on outside services	2		3	2	2	4	3	3
Free upgrades package	26	24	28	28	22	28	34	18
Other	10	2	12	10	13	13	11	9
None of the above	66	73	60	65	69	62	58	78
Responses	251	51	58	88	54	122	128	79

	Total	Region				Market Type		
		Northeast	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
		%	%	%	%	%	%	%
TABLE B.30: Q16. How would you describe the buying preferences of 50+ senior homebuyers?								
Pay cash	60	53	61	60	64	62	59	63
Low down payment (10% or less)	4	11	2	4		3	4	4
Moderate down payment (10%-30%)	9	8	11	9	8	13	9	11
High downpayment (30% or more)	27	29	25	27	28	22	28	22
Responses	199	38	44	78	39	95	120	54
TABLE B.31: Q17. Preferences for length of loan and other financing options among 50+ buyers								
30 year fixed	49	45	39	54	55	55	52	33
15 or other fully amortizing terms	55	55	66	54	45	54	55	57
2/5/7/10 year hybrid adjustable rate	10	6	16	12	3	6	10	17
1 year or less adjustable	1	3		1		3	2	2
Interest only	1			1	3		1	2
Reverse annuity								
Other	9	16	8	7	6	10	8	11
Responses	169	31	38	67	33	80	105	46
TABLE B.32: Q18. Programs used to build affordable 50+ seniors housing through tax credit during 2002								
Low Income Housing Tax Credit	11	12	12	7	15	19	5	19
Tax exempt bond financing	9	4	9	8	16	15	5	16
Taxable housing agency bond financing	2	2		1	4	2		3
State or local loan/grant	7	10	5	3	11	11	4	15
HOME program	5	2	9	3	5	4	6	8
FHA/HUD Insurance	6	8	7	3	7	10	2	11
Federal home loan bank affordable housing program	2	6		1	2	4		4
Other	3	4	4	3	2	4	4	1
None of the above	81	80	77	85	78	72	86	71
Responses	249	50	57	87	55	123	127	80
TABLE B.33: Q19. Are 50+ buyers buying homes in communities built by your firm for prices that are:								
More than the value of their previous home	24	15	36	23	22	21	28	25
About the same value	41	44	42	40	36	35	45	40
Less than the value of their previous home	36	41	22	37	42	45	27	35
Responses	200	41	45	78	36	92	118	55

	Total	Region				Market Type		
		Northeast	Midwest	South	West	Age-Restricted	Age-Targeted (age 50+)	Independent living
	%	%	%	%	%	%	%	
TABLE B.34: Q20. In your opinion, how do the majority of the 50+ buyers select their lender?								
Internet	4	3		7	5	6	4	5
Newspaper	5	12	2	4	3	6	3	2
Lender recommended by builder	47	44	40	50	53	56	50	38
Lender with whom they had previous experience	31	26	44	26	29	20	32	36
Lender recommended by realtor	8	9	7	9	8	8	8	16
Other	5	6	7	4	3	5	3	4
Responses	191	34	45	74	38	87	113	56
TABLE B.35: Q21. In your opinion, what is the primary source of their down payment/purchase?								
Investments	30	26	27	37	23	24	28	31
Equity in current home	69	74	71	62	77	75	71	65
Other	1		2	1		1	1	4
Responses	201	38	45	79	39	96	118	55
TABLE B.36: Q22. Are most 50+ senior buyers willing to pay extra for technology options and upgrades in new homes?								
Most of the seniors	22	23	21	22	20	19	19	22
Some of the seniors	69	67	75	67	67	69	73	69
None of the seniors	10	9	4	11	13	12	8	9
Responses	218	43	48	82	45	107	124	65